

**CITY OF MIAMI BEACH**  
**Office of the City Manager**  
Letter to Commission No. 237-2004



**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** September 7, 2004

**From:** Jorge M. Gonzalez  
City Manager

**Subject: Air & Sea Show Discussions**

As has been reported in the press and as I have apprised each of you individually, the City of Miami Beach staff, together with representatives from the City of Miami, Miami-Dade County, Miami Sports and Exhibition Authority, Greater Miami Convention and Visitors Bureau, Greater Miami Chamber of Commerce and Miami Beach Chamber of Commerce, met with producers of the Air & Sea Show on August 2, 2004, to explore the potential opportunity to relocate the show to Miami-Dade County.

At that meeting, it was agreed that all parties would pursue independent meetings with the event producer to assess logistical impacts and costs associated therewith, to stage such an event in our community. These impacts range from daytime event staging on Miami Beach, viability of relocating Fleet Week to the Port of Miami, coordination with Miami International Airport and evening activities and concerts in downtown Miami.

The Administration has been compiling preliminary cost and impact estimates to assess the long-term viability of hosting such a large event and the cost/benefit to our community. Initial meetings were being scheduled with area resident and merchant associations, however were deferred due to Hurricane Frances.

In the meantime, the event producer has forwarded the attached letter which indicates their interest in continuing discussions with our community for staging the event in 2006 and beyond. The correspondence also communicates their affirmative election to proceed with continuing to stage the event in Fort Lauderdale in 2005, the last year of their eleven year agreement with the City of Fort Lauderdale.

Staff will continue to gather data, assess the viability and analyze the incremental cost/benefit of hosting the Air & Sea Show. In the meantime, any suggestions, comments or guidance would be appreciated.

If you have any questions, please contact me.

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CITY CLERK'S OFFICE



September 7, 2004

Mr. Christina Cuervo  
Assistant City Manager  
City of Miami Beach  
1700 Convention Center Drive  
Miami Beach, FL 33139

Dear Christina,

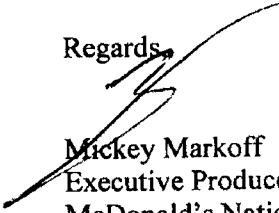
Our firm truly appreciates the interest that the cities of Miami Beach and Miami have shown in hosting the annual Air & Sea Show. We look forward to our continued discussions regarding the future of the event giving careful consideration to planning, logistics, as well as means of gaining community and governmental support. Though, with less than eight weeks left until our November 1<sup>st</sup> deadline to notify Fort Lauderdale of our firm's plans, we do not believe it would be prudent to consider moving the event in 2005. Therefore, it is our intent to honor the last year of our eleven-year agreement with Fort Lauderdale and to continue to explore the feasibility of Miami Beach, Miami and other host cities for the event in 2006 and beyond.

It is encouraging to know that the cities of Miami Beach and Miami remain enthusiastic about the opportunity to host an event of this stature and recognize the community spirit and economic boost an event of this magnitude can provide a County/City. The additional time will allow our firm to work closely with the cities of Miami Beach and Miami to determine what the exact costs are associated with hosting the event (police, fire, EMS, City Services) and set up meetings with civic and governmental leaders to garner their support through educating them on the event benefits, logistics and estimated economic impact.

Our goal in 2005 will be to continue to produce a first class signature event for South Florida and conduct a comprehensive Economic Impact Study that will outline the benefits of hosting the event for the cities of Miami Beach and Miami.

I look forward to speaking with you soon and appreciate your continued support.

Regards,

  
Mickey Markoff  
Executive Producer  
McDonald's National Salute to the United States Military

cc: Max Sklar